



Committee called to order by Heather Leavell on February 8, 2011 at 7:10 pm.

Members present: Sarah Burks, Co-chair; Roly Chaput; Heather Leavell, Co-chair; James McGough, Trustee Emeritus; Aimee Taberner, Co-chair

Members absent: Geraldine Tremblay, Terry Shaoul

Treasurer's Report – J. McGough presented the Treasurer's Report in place of Paul McGaffigan, who could not attend the meeting. He reported that from December 17, 2010 to the present, funds from the annual appeal totaled approximately \$5280. A. Taberner discussed the need to put together a budget for the current fiscal year based on projected expenses. A draft of a budget will be presented to the board at the next meeting.

Marketing - The Board discussed whether or not CEDAM should join Museums of Boston, an organization made up of representatives of Boston-area museums who collaborate to promote cultural attractions in the area. The annual membership fee is \$250. These funds support collaborative marketing efforts, including the production and distribution of a brochure highlighting member museums. A. Taberner made a motion to pre-approve the expenditure of \$250 to join Museums of Boston. The motion was seconded by Sarah Burks and was unanimously approved.

R. Chaput reported that he will be attending a meeting at the Robbins Library with representatives of other Arlington nonprofits to talk about ways in which these organizations can pool their resources in order to market themselves better. He will report on this meeting next month.

Fundraising - S. Burks informed the Board that Brynn Leggett, a graduate student at Boston University who is studying nonprofit business administration, will be using CEDAM as a case study for a fundraising course. She will focus on strategies for leveraging individual donors as well as how to organize and promote an annual fundraising event. Her work will have practical applications for CEDAM in the coming year.

R. Chaput circulated a brochure published by the Arlington Land Trust listing names of donors who contributed to the capital campaign to protect Elizabeth Island. He mentioned that the Board may want to target the same individuals for the Museum's fundraising campaigns. J. McGough agreed to look up the contact info of the larger donors on the Land Trust's list. R. Chaput said that he would call the Land Trust and find out more about their successful fundraising campaign.

Board Development – H. Leavell reported that she and the co-chairs will be distributing the Call for Advisors this month. The focus of this effort is to find professionals who can contribute knowledge and skills that can help move the Museum forward. The Board is specifically looking for people with experience in fundraising, development, marketing, public relations, education, graphic design, strategic planning, and the law.

150th Birthday – The Board discussed the possibility of producing banners that will be hung on light poles in Arlington center during the sesquicentennial to raise awareness of CEDAM and the anniversary. R. Chaput said that he would find out what it cost to have the banners printed for the Arlington 200th anniversary celebration. He will also report on the Town's approval process at the next meeting. H. Leavell suggested finding sponsors for the banners.

A. Taberner reviewed some of the events planned for the 150th. A launch event will take place in December, 2011 focused on Dallin and Arlington's cultural renaissance (made possible by an Arlington Cultural Council Grant). It was mentioned that Christine Sharbrough, associate member, has agreed to give a lecture, the theme of which is yet to be determined. The committee also talked about asking Robert Shure to give a tour of his studio; the event could be a development opportunity. The committee is also planning a middle school art contest for the spring of 2012; a spring family event, possibly held out of doors near the Menotomy Hunter; Art on the Green; and special programming for Archaeology Month in October 2012. The Board also discussed the need to schedule another 150th planning committee meeting.

Sculpting in the Galleries – This program is for children in grades 1-4 and is scheduled to take place on February 19, 2011. The program will involve a brief tour of the galleries focused on Dallin's early experiences sculpting animals out of clay, followed by a hand-building activity in the meeting room.

Meeting adjourned at 9:00.

Submitted by Heather Leavell, Co-chair